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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2572

August 21, 1992

HIGH PRIORITY ON NUTRITION -- American men are placing high priority on nutrition. Health maintenance and disease prevention are the top reasons listed in a recent survey of men conducted by the American Dietetic Association. Beth Reames, an Extension Service nutritionist with the Louisiana State University Agricultural Center, says, "Men's interest has increased over the past year, with 71 percent reporting nutrition as a high priority in 1992, compared to 65 percent in 1991." Nearly twice as many men reported that they are eating less fat compared to a year ago. Fourteen percent are eating less cholesterol, 10 percent are cutting back on sodium, and 10 percent are eating more vegetables. **Contact: Beth Reames (504) 388-4141.**

TAPPING THE SOFT DRINK MARKET -- Carbonated beverages made from milk could be on the market by next January. It is the result of a research and development agreement between USDA's Agricultural Research Service and a manufacturer of flavor concentrates for the beverage industry. Carbonated milk is made from a mixture of reconstituted non-fat dry milk, skim milk, and fruit juice, pressurized so the carbonation doesn't escape, and bottled. U.S. consumers drink 280 billion containers of beverages each year. Carbonated milk could help reverse the decline in consumption of milk, boost dairy farmer income and provide needed calcium in the diet. **Contact: Ranjit Kadan (504) 286-4332.**

INDUSTRIAL CROPS -- Not all crops are grown for food. Kenaf used for paper production is an example. USDA is accelerating work on the use of agricultural materials as feedstocks for industrial products. The goals of USDA's research, development and commercialization activities are to expand markets for U.S. farmers and ranchers and thereby increase economic opportunities in rural America. Demand for agricultural products used as industrial raw materials is forecast to increase as businesses modify their manufacturing systems to use renewable materials and minimize waste. **Contact: Lewrene Glaser (202) 219-0888.**

HAVE AN IDEA? -- To further spur the use of agricultural materials in nonfood industrial purposes, USDA has established the Alternative Agricultural Research and Commercialization Center (AARC). The Center is issuing a call for proposed projects that use ag or forestry material in an industrial product. AARC welcomes proposals ranging from research to commercial assistance. **Contact: Beverly Gillot (202) 401-4860.**

SWARMING BEES -- Emergency rescue squads can spray a three-percent mix of liquid dishwashing detergent and water to free people and pets from wasps or swarming bees. It stops the insects from stinging and kills them within 60 seconds. Agricultural Research Service scientist Eric Erickson says, "Its critical that emergency rescue personnel know they have a fast-acting way to stop swarming insects, including the highly defensive Africanized bees." **Contact: Eric Erickson (602) 670-6380.**

EXPANDING FREE TRADE -- The North American Free Trade Agreement between the United States, Canada and Mexico has set the stage for establishing a hemisphere-wide free trade zone. The United States has concluded trade and investment framework agreements with most Western Hemisphere nations. The agreements establish joint trade and investment councils that identify and remove impediments to trade. The next candidate for a free trade pact with the United States is Chile, which has an open and stable economy. **Contact: Ken Forsythe (202) 219-0689.**

GLOBAL POULTRY TRADE -- U.S. exporters are using a method that boosted domestic consumption of poultry to increase the volume and share of U.S. poultry traded worldwide. Poultry-parts and further-processed poultry are being offered rather than whole birds. Over 90 percent of broiler and turkey exports from the U.S. consists of parts. Growth in world poultry markets stems from increasing incomes and consumer demand. **Contact: Larry Witucki (202) 219-1285.**

RECORD CORN & SOYBEANS -- U.S. production forecasts call for record highs in 1992 for corn and soybeans. Corn for grain is expected to total 8.7 billion bushels, 17 percent above last year's crop. Average yield could hit 121 bushels an acre, up 12 bushels from last year's yield. Soybean production is forecast at 2 billion bushels, up five percent from the previous year. Yield is expected to be 35.8 bushels an acre, up 1.5 bushels from 1991. **Contact: Rich Allen (202) 720-4333.**

WHEAT UP, COTTON DOWN -- U.S. wheat production is forecast at 2.3 billion bushels, up 18 percent from 1991. Yields are expected to average 37 bushels an acre. All cotton production for the 1992 season is forecast at 16.5 million bales, six percent less than in 1991. However, Arkansas and California expect record yields. Texas will likely harvest only two-thirds of planted acreage as cool, wet weather caused disease and forced replanting to other crops. **Contact: Rich Allen (202) 720-4333.**

REPLACEMENT FOR FRUIT FLY INSECTICIDE -- Chemical insecticides sprayed on citrus to protect against the Caribbean fruit fly could be replaced in the near future with an environmentally friendly natural substance. Tests conducted by USDA's Agricultural Research Service show that a natural fruit growth regulator, gibberellic acid, cuts the fly's infestation by 80%. It keeps the fruit's peel green and firm, which is unappealing to female flies looking for soft fruits in which to lay their eggs. Inside the fruit ripens normally. Gibberellic acid is commercially available and registered to prevent molds on citrus after harvest, so growers won't face a long wait for regulatory approval of the new method. **Contact: Patrick Greany (904) 374-5763.**

RURAL EMPLOYMENT EXPANDS -- Seasonally adjusted rural employment increased slightly in the first quarter of 1992 according to data from the Bureau of Census' Current Population Survey. The 0.4 percent increase is the second consecutive quarter of employment growth in rural areas. **Contact: Timothy Parker (202) 219-0541.**

R-TV Fax: (202) 690-2165
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(Call from FAX machine)

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1837 -- The North American Free Trade Agreement has been signed by the respective leaders of the United States, Canada and Mexico. It must now be accepted by the legislative bodies in the three nations. On this edition Brenda Curtis examines various aspects of the trade pact. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME # 1319 -- A free trade zone for North America; global change and food; the firefighting Catch 22; pickles are funny; new treatment for waste water. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1828 -- USDA News Highlights; CRP update; NAFTA and import sensitive products; protection against pesticide exposure; cool and wet in the Northeast. (Weekly reel of news features.)

NEWS FEATURE FIVE #1534 -- Bioreactor cows; milk manipulation; climate change & pests; experimental surgery; viral model. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tues., Sept. 1, weekly weather and crop update, horticultural exports; Thurs., Sept. 3, agricultural resources; Tues., Sept. 8, Western Europe ag outlook; Wed., Sept. 9, weekly weather and crop outlook. (These are the **USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.**)

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- DeBoria Janifer reports on the Asian Gypsy Moth; Patrick O'Leary takes a look at conservation farming; DeBoria Janifer reports on the forecast for 1993 meat production; Joe Courson, University of Georgia Extension Service, shows how to produce more cantaloupes by using plastic.

ACTUALITIES -- USDA chief meteorologist Norton Strommen on weather and crop development; Allan West, deputy chief of the USDA Forest Service, on the fire situation in the West.

UPCOMING FEATURES -- DeBoria Janifer reports on alternative agriculture - crawfish farming; Patrick O'Leary reports on The Researcher's Apprentice.

EVERY OTHER WEEK -- Agriculture Update, five minutes of USDA farm program information in "news desk" format with B-roll.

Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:30 a.m., EDT, and Mondays from 8 - 8:30 a.m., EDT.

OFFMIKE

THE NUMBER OF 4-H MEMBERS...participating in county fairs is higher this year than last, says **Hal Hanna** (KXEL, Waterloo, Iowa). Hal says he's noticed the increase in fairs he has covered. His observation agrees with information of the national 4-H headquarters indicating a growth in membership.

INSECT RESISTANCE...to an insecticide sprayed on the cotton bud worm has been noted in the area served by **James Guthrie** (KFIN, Jonesboro, Ark.). James says producers are concerned. They have noted an increase in the number of moths despite spraying.

NAFB...annual convention, November 11-15 in Kansas City, Mo., will feature former NBC news correspondent **Edwin Newman** as keynote speaker, says convention chairman and president-elect **Ken Tanner** (WRAL-TV/Tobacco Radio Network, Raleigh, N.C.). Ken says panel subjects will be "What Drives Activist Groups," and "Responsibility for the Environment."

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FARM PROGRAMMING CHANGE...has generated positive response from listeners, says **Lynn McClure** (WSOY, Decatur, Ill.). The station's programs, anchored by **Willard Severns**, feature comments from local agri-business leaders. In-depth analysis of farm markets trends and speculation on market direction are also offered. Lynn says sales responsibilities were removed from the farm department so that more time could be given to producing a better on-air product. She says the local approach is better suited to local needs.

UPDATE...on **John Ochs** (Ford Motor Company, Dearborn, Mich.). The former press secretary of Secretary of Agriculture **John Block** has been promoted to public affairs director for the parts and service division of the company. His new phone number is (313) 337-8724.

THANKS...for the congratulations from **Herb Plambeck** (Living History Farms, Des Moines, Iowa) to our **Gary Crawford** for winning a gold medal at the New York Int'l Radio Festival.

Vic Powell
VIC POWELL

Chief, Radio and TV Division